



INJURY CENTER
UNIVERSITY OF MICHIGAN

MAKING A DIFFERENCE FOR PUBLIC HEALTH

September 22, 2014

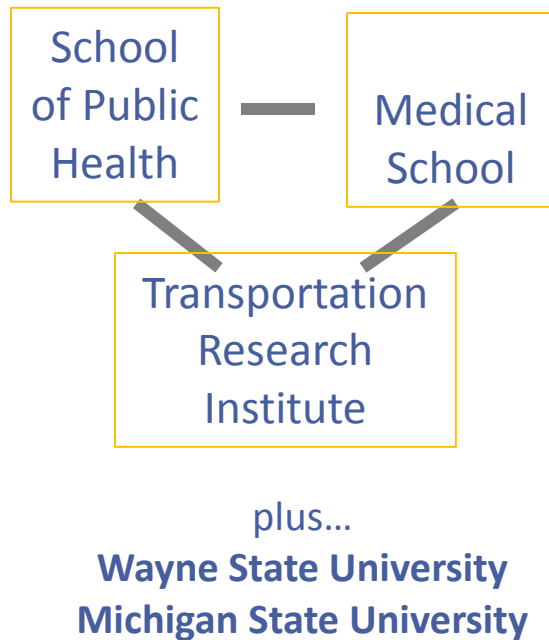
Rebecca Cunningham

A team approach to injury prevention



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Multidisciplinary Engagement



Focus Topics



Prescription drug misuse

Young driver safety



Violence interventions

Other topics:

- Substance abuse
- Suicide
- Falls
- Concussion

Population



Teens & young adults

Methods



Geo-spatial analysis



Working together: Creating greater impact than any single effort.



Stimulating innovative research

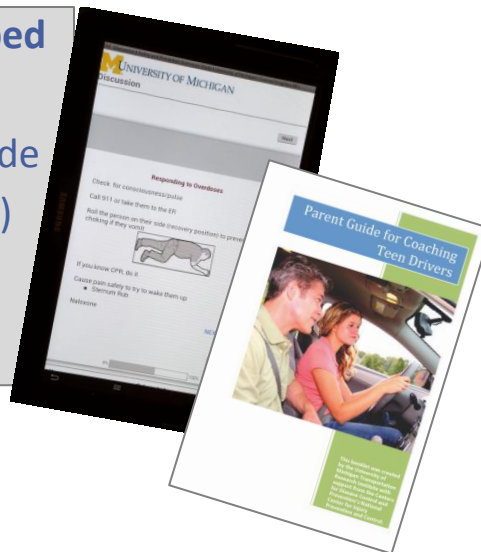


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- 19 pilot studies
 - Approx. 50% go on to external funding
 - \$375K investment for 15 studies = \$1.1 million in external funding
- Research roundtable
- Injury Data Index (website)
 - Connecting researchers with data

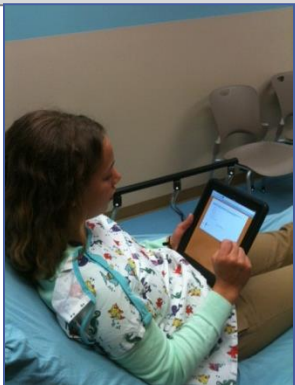
Four interventions developed

- opioid misuse
- young driver parent guide
- suicide (college student)
- IPV (theater based)



Translation

- youth violence intervention in ED



Injury Data Index

As part of our Statistics & Methods Workgroup's aims, we are pleased to offer this index for researchers and others to use to locate and access major datasets containing injury statistics and data. This is an ongoing project, and [we welcome your ideas](#) for other datasets to include. Over time, descriptive detail will deepen, as we work to make this a rich resources for injury researchers across the country.

Click on dataset name for detailed information.

ENTER TERMS



National Incident-Based Reporting System

Bureau of Justice Statistics

The National Incident Based Reporting System (NIBRS) is an incident-based reporting system for crimes known to the police. For each crime incident coming to the attention of law enforcement, a variety of data are collected about the incident. These data include the nature and types of specific offenses in the incident, characteristics of the victim(s) and offender(s), types and value of property stolen and recovered, and characteristics of persons arrested in connection with a crime incident.

Bureau of Justice: Alcohol and Crime

Bureau of Justice Statistics

Includes analyses from four data sources: the National Incident-Based Reporting System (NIBRS), the National Crime Victimization Survey (NCVS), the Survey of Inmates in State and Federal Correctional Facilities (SISFCF), and the Survey of Inmates in Local Jails (SILJ). Each data source examines the involvement of alcohol and violent crime from different perspectives and different sets of criminal behaviors.

Fatal Injury Reports

CDC WISQARS

WISQARS(tm) (Web-based Injury Statistics Query and Reporting System, pronounced "whiskers"). Fatal Injury Reports is an interactive database system that provides injury-related mortality data useful for

Raising awareness of evidence-based injury prevention (1)



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Practitioners

- ❑ Issues & Solutions sheets
 - ▣ Violence, young driver safety, suicide
- ❑ Regional conference (w/MIPA)
 - ▣ 170 attendees from 5 states
- ❑ Tools & Programs site
 - ▣ Evidence-based prevention programs



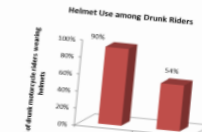
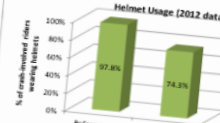
Effect of Michigan's Helmet Law Repeal

Michigan's universal helmet law was repealed in Spring 2012. In a recent study of motorcycle crash data, the University of Michigan Transportation Research Institute (UMTRI) estimated that if all riders had worn helmets in 2012, an estimated 26 fewer deaths and 49 fewer serious injuries would have occurred, to 74% overall.

Introduction

Bill SB 291 allowed riders 21 years and older to ride without wearing a helmet as long as they carried first-party medical insurance of \$20,000 or more and passed a motorcycle safety course or held a motorcycle endorsement for at least two years.

- Helmet use patterns decreased across both genders – male crash-involved riders wearing helmets decreased from 97.7% in 2011 to 73.6% in 2012, and female crash-involved riders, from 98.2% in 2011 to 77.7% in 2012.
- Helmet use among drunk riders involved in motorcycle crashes decreased from 90% to 54% from 2011 to 2012.



Impact of the repeal on helmet usage

- UMTRI's analysis of crash data estimated that...

Public

- ❑ Policy briefs
 - ▣ Motorcycle helmet law, prescription overdose, distracted driving
- ❑ Press releases
 - ▣ 1/month
 - ▣ Pickups by major media (CNN, MSNBC, networks, and health sites)

The collage features three main components: 1) A colorful graphic titled 'Preventing Injury From Research to Practice to People' with a circular flow diagram. 2) A report titled 'Youth Suicide Prevention—Screening in Health Care Settings' from the University of Michigan Injury Center, which includes a bar chart showing 'High School Students' history of suicidal thoughts' and text discussing suicide statistics and solutions. 3) A screenshot of the 'Tools & Programs' website, which offers a search interface for various resources categorized by Resource Type (Curriculum, Education Materials, etc.), Population (Adolescents, Adults, etc.), Injury Category (Drowning, Falls, etc.), and Host Organization (University of Michigan, etc.).

Raising awareness of evidence-based injury prevention (2)



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Academics

- ❑ Journal articles
- ❑ Publication summaries
- ❑ Social media (Twitter, FB)
- ❑ Website
- ❑ Seminars



Y2: 94 publications related to CDC injury priority areas:

- 29 roadway injury
- 31 violence & suicide
- 9 substance use
- 6 acute care
- 3 poisoning/falls
- 7 other

Partnering for change



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- **Data Linkage Summit** (May 2014)

- 32 from CDC, NHTSA, FHWA, NEMSIS, COT, and more
- Objective: link national traffic crash data systems



- **Kohl's grant – “Just Drive”**

- National teen distracted driving educational campaign



- **Michigan Department of Community Health**

- NVDRS evaluation

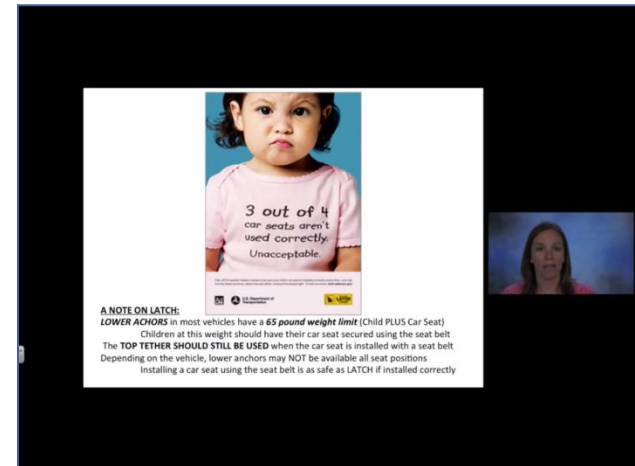
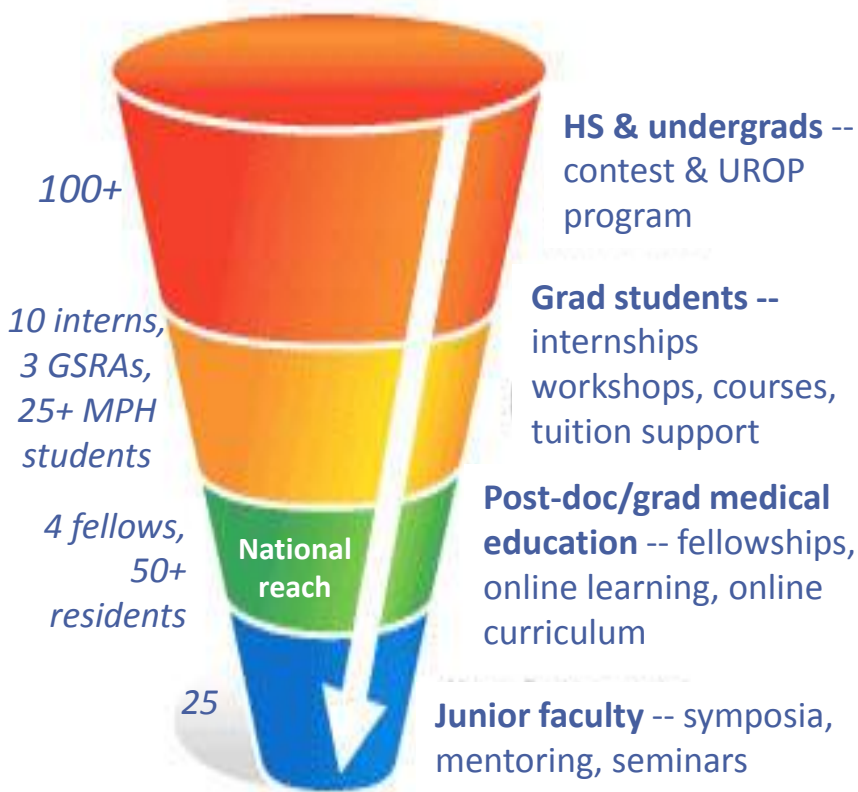


Engaging & training the next generation of injury professionals & researchers



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Education pipeline



- Online injury curriculum for graduate and medical education
 - 11 topics; hands-on component
 - Bullying, advocacy, dating violence, & more
- Certificate in Injury Science -- School of Public Health
 - 12-13 credits w/internship or research project

More than the sum of the parts



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Exponential Impact:

Multiplied CDC's Y2 investment 3.7 times (\$4.3 million in grants), incorporating trainees and supporting policy initiatives

RESEARCH

Exponential Impact:

Creation of online curriculum drawing on researchers' expertise, infrastructure resources, and dissemination capability.

**OUTREACH,
TRANSLATION,
& POLICY**

**TRAINING &
EDUCATION**

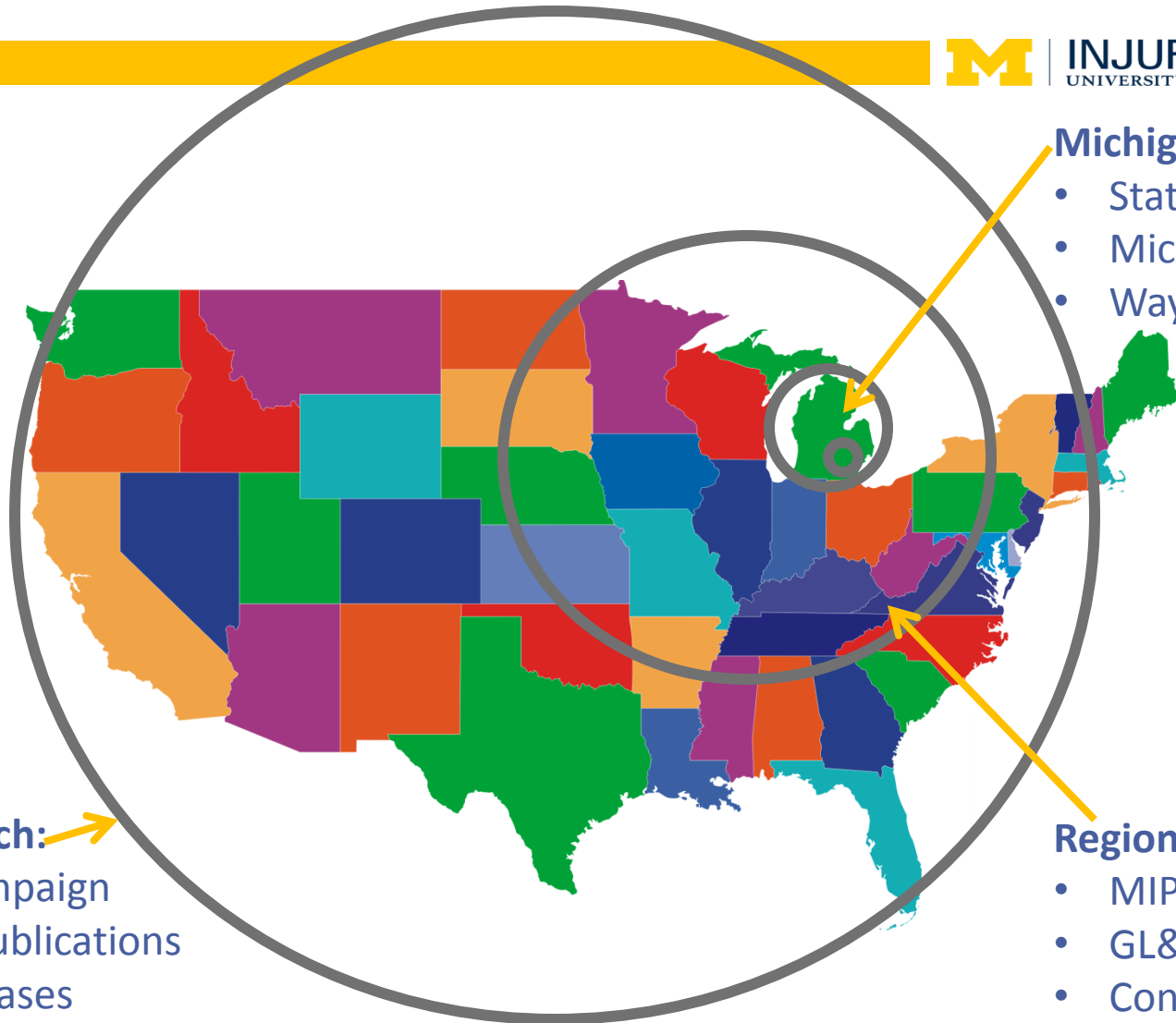
Exponential Impact:

Kohl's grant app strengthened by recent distracted driving publications and intern trainee.

Sphere of influence



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Michigan:

- State health dept.
- Michigan State U
- Wayne State U

National reach:

- Kohl's campaign
- Journal publications
- Press releases
- Online curriculum

Region:

- MIPA
- GL&MA Region
- Conference

THANK YOU!



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We invite you to visit resources on our site:



www.injurycenter.umich.edu



Twitter: @UMInjuryCenter